

Abstract

This bachelor thesis focuses on the inclusion in the fashion industry and its perception in Czech environment. At first, the topic is theoretically introduced from two points of view, one of them being the inclusion in fashion industry and second one being inclusive marketing. Theoretical part not only describes inclusion as a general topic but also concentrates on 5 in the fashion field often discriminated groups, those being: people of different race and ethnicity, plus-size people, people older than 50 years, people from LGBTQ+ community and disabled people. These groups are considered to be the most important in the area of inclusion. From the marketing point of view the paper describes how to engage each of the minority groups and how their involvement in fashion can affect customers and the company. Inclusive marketing is then explained in context of other related terms such as CSR or multicultural marketing.

The practical part then put the topic of inclusion in fashion industry into the context of Czech environment. It examines and describes the way how Czech consumers perceive inclusion in fashion industry. At first, the opinion of respondents regarding inclusion in fashion industry in general is discussed. Secondly, the opinion regarding each of the 5 groups separately is discussed. Resulting data are then divided into 2 groups, one of female participants and of male participants, and compared in order to discover whether the opinion on the topic differentiates based on the gender of participants. Finally, the discovered data are compared with the findings of other authors.